

CPD EFFORTS TO INVESTIGATE DEVELOPMENT OF COASTAL MANAGEMENT PERFORMANCE INDICATORS

A number of activities at the state and federal level, including performance-based budgeting requirements, the Government Performance and Results Act and proposed changes to the Coastal Zone Management Act (CZMA), have challenged both state coastal management programs and the Office of Ocean and Coastal Resource Management (OCRM) to explore the development of coastal management performance indicators, stressing an outcome or results oriented focus.

Cost effective indicators could benefit both the states, and nation by providing a useful management tool to the states and powerful communication tool to the states and OCRM. Meaningful indicators could summarize complex data and show trends, relate program effectiveness in order to provide needed feedback to management, raise awareness, promote involvement and demonstrate accountability. The process of developing and reporting on measures will likely result in improvements by helping states better define programmatic goals and objectives and encouraging enhanced management action by focusing on results.

OCRM's Coastal Programs Division (CPD), the lead for the national coastal management program has begun a dialogue with coastal states, and the Coastal States Organization (CSO) to coordinate ongoing efforts to develop indicators; and work collaboratively to determine if cost effective, meaningful performance indicators can be identified that meet the needs of both state and national programs.

As part of this effort CPD has published a draft report on the use of performance indicators by state coastal management programs (January 2000). In addition, an informal workgroup of representatives from CPD, state coastal programs, and CSO has been established and meetings commenced. Additional NOAA and other representatives will be added as appropriate. Preliminary tasks for the workgroup include:

- *establishing the ground rules and expectations for developing CZMA performance measures re: the purpose and audiences for the measures and how the measures are intended to be used;*
- *articulating agreed upon CZMA objectives following CZMA Policy that performance measures will be developed to measure;*
- *developing a list of questions that indicators will answer/measure for each objective;*
- *identify a range of potential indicators/measures that best answer questions and measure goals and objectives developed above; and*
- *identify possible short and long term approaches for implementing performance measurement system (e.g., approaches for: selecting measures to develop and report on; obtaining or developing data, and reporting on measures).*

Other activities include a session at the upcoming Coastal Management Program Managers Meeting in Washington, D.C. that will initiate discussions to clarify the purposes, uses and audiences for a state and national outcome indicator program. Other national or regional workshops as well as development of pilot projects in states to test cost effectiveness of indicators have been discussed, but are dependent on additional funds.

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